

## HEINEKEN – EURO 2020 ENJOY THE RIVALRY CREDITS

### HEINEKEN

Sr. Director Global Heineken® Brand: **Bram Westenbrink**  
Heineken® Communication Director: **Daniela Iebba**  
Heineken® Communication Manager: **Brogan Simpson**  
Heineken® Digital Director: **Rob van Griensven**  
Heineken® Project & Media Manager: **Larissa Koper**  
Heineken® Sponsorship Director: **Hans Erik Tuijt**  
Heineken® Sponsorship Manager: **Benjamin Blanco**  
Heineken® Sponsorship Manager: **Julia George**  
Heineken® Sponsorship Specialist: **Thomas Mulders**

### PUBLICIS ITALY

Global Chief Creative Officer Publicis WW: **Bruno Bertelli**  
Chief Creative Officer Publicis Italy: **Cristiana Boccassini**<sup>[1]</sup><sub>[SEP]</sub>  
Global Executive Creative Director: **Mihnea Gheorghiu**  
Global Creative Director: **Eoin Sherry**  
Senior Art Director: **Maria Carillo**  
Creative Supervisor: **Mario Anchorena**  
Global Strategy Director: **James Moore**<sup>[1]</sup><sub>[SEP]</sub>  
Global Strategy Director: **Natasha Wallace**

Head of TV Publicis: **Francesca Zazzera**  
Head TV Production Heineken Global: **Mariella Maiorano**  
Producer: **Sanam Bartoletti**  
Producer: **Sabrina Sanfratello**  
Le Pub Ams GM/ Global Client Service Director: **Eleni Charakleia**  
Global Client Service Director: **David Pagnoni**  
Group Account Director: **Ilaria Castiglioni**  
Account Supervisor: **Jan Wojtkowski**  
Account Executive: **Tinatin Prangishvili**

### FINALLY TOGETHER

Production Company: **Reset Content LA**  
Executive Producer : **Deannie O'Neil**  
Production Service: **24/7 Barcelona**

### FINALLY TOGETHER POST PRODUCTION

Post Production Company: **MPC London**  
Executive Producer: **Dafydd Upsydell**  
senior Producer: **Mireille Antoine**  
Color Grading: **Jean-Clement Soret**  
Sound Studio: **String & Tins London**  
Music production: **Sizzer Amsterdam**  
Music: **Barbiere di Siviglia recorded by Budapest Film Orchestra**

### DIGITAL POST PRODUCTION

Color Grading: **Philip Hambi MPC London**  
Digital Post Production Company: **TAG collective arts**  
Executive Producer: **Robert Droog**  
Post producer: **Rachael Cattermole**  
Online Editor: **Javier Leon**  
Online Editor: **Alan Maiden**  
Online Editor: **Iwan Thomas**

## M&C SAATCHI SPORT & ENTERTAINMENT:

Managing Partner: Toan Ravenscroft  
Head Of Planning: Jasper Hunter  
Senior Account Director: Laura McDonnell  
Account Director: Jess White  
Senior Account Executive: Robin Niven  
Account Executive: Bastien Lavielle

## EDELMAN

Senior Director: Fiona McHugh  
Creative Director: Ryan Reddick  
Planning Director: Will Butterworth  
Account Director: Neil Brotherston  
Senior Account Manager: Harry Zelenka Martin  
Senior Account Executive: Archie Patch

## DENTSU INTERNATIONAL

International Brand Account Director: Kate Hinz  
Global Strategy Partner: Richard Wright  
Digital Strategy Director: Ricardo Lopes

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ALTERNATIVE SCORES  
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Global Chief Creative Officer Publicis WW: Bruno Bertelli  
Chief Creative Officer Publicis Italy: Cristiana Boccassini<sup>1</sup><sub>SEP</sub>  
Global Executive Creative Director: Mihnea Gheorghiu  
Global Creative Director: Eoin Sherry  
Associate Creative Director: Andrea Sarcullo  
Associate Creative Director: Tim Cantow  
Digital Art Director: Luca Villa  
Global Strategy Director: James Moore  
Global Strategy Director: Natasha Wallace  
Producer: Sanam Bartoletti  
Producer: Sabrina Sanfratello  
Global Client Service Director: David Pagnoni  
Le Pub Ams GM/ Global Client Service Director: Eleni Charakleia  
Group Account Director: Ilaria Castiglioni  
Account Supervisor: Jan Wojtkowski  
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